



Summer Travel Spending

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1. How confident are you that you will take a summer vacation this year? Would you say...

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$75K	\$75K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Very confident	308	169	139	97	121	87	40	76	149	59	77	106	65
	30.8%	34.9%	27.0%	31.8%	33.5%	26.7%	18.7%	22.3%	48.6%	32.1%	35.4%	28.7%	28.8%
									FG				
Somewhat Confident	148	68	80	57	57	33	32	63	33	31	33	57	27
	14.8%	14.0%	15.5%	18.7%	15.9%	10.0%	14.9%	18.4%	10.6%	16.6%	15.1%	15.4%	12.1%
				E									
Not very confident	124	49	74	62	24	38	27	54	38	29	10	46	39
	12.4%	10.1%	14.4%	20.3%	6.6%	11.5%	12.5%	15.7%	12.3%	15.9%	4.5%	12.3%	17.1%
				D						J		J	J
Not at all confident	190	78	112	42	67	78	69	68	30	39	43	68	40
	19.0%	16.0%	21.8%	13.7%	18.6%	24.0%	32.3%	19.8%	9.7%	21.2%	19.5%	18.4%	17.7%
						C	H	H					
I won't take a summer vacation, but intend to take an annual vacation at another time this year	102	55	46	30	46	26	14	40	32	14	14	45	29
	10.2%	11.3%	9.0%	9.8%	12.7%	7.9%	6.5%	11.7%	10.5%	7.6%	6.3%	12.2%	12.6%
I've already taken my annual vacation and won't travel this summer	80	39	41	13	32	35	15	27	22	7	31	29	14
	8.0%	8.1%	7.9%	4.1%	9.0%	10.6%	7.2%	7.9%	7.0%	3.5%	14.1%	7.8%	6.0%
						C					I		
(DK/NS)	49	27	22	5	13	30	17	14	4	6	11	19	13
	4.9%	5.5%	4.3%	1.7%	3.6%	9.2%	8.0%	4.1%	1.2%	3.1%	5.2%	5.2%	5.7%
						CD	H						
Summary													
Top2Box (Confident)	456	238	219	154	178	120	72	139	182	90	110	163	93
	45.6%	48.9%	42.5%	50.5%	49.4%	36.7%	33.5%	40.7%	59.3%	48.7%	50.5%	44.1%	40.9%
				E	E				FG				
Low4Box (Not Confident)	495	221	273	146	169	177	126	188	121	89	97	187	121
	49.5%	45.6%	53.2%	47.9%	47.0%	54.0%	58.4%	55.1%	39.5%	48.2%	44.4%	50.7%	53.4%
							H	H					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

1. How confident are you that you will take a summer vacation this year? Would you say...

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
Very confident	308	154	147	104	85	119	153	31	51	66	159	147	32	220	28	15
	30.8%	28.5%	33.4%	22.0%	34.9%	43.1%	39.8%	23.3%	24.6%	25.5%	33.5%	28.6%	23.4%	33.2%	24.5%	43.2%
Somewhat Confident	148	90	55	70	27	49	66	9	47	26	79	68	22	96	10	2
	14.8%	16.6%	12.6%	14.8%	11.3%	17.8%	17.2%	6.4%	22.5%	10.0%	16.7%	13.1%	16.3%	14.5%	8.9%	6.5%
Not very confident	124	77	45	82	25	16	49	33	17	24	54	66	20	74	21	7
	12.4%	14.3%	10.2%	17.3%	10.2%	5.9%	12.7%	25.2%	8.2%	9.1%	11.4%	12.7%	14.9%	11.2%	18.0%	19.8%
Not at all confident	190	111	77	113	41	35	53	22	53	59	80	109	25	119	25	6
	19.0%	20.4%	17.4%	24.0%	16.7%	12.9%	13.7%	16.7%	25.6%	22.7%	16.8%	21.1%	18.4%	18.0%	21.6%	16.7%
I won't take a summer vacation, but intend to take an annual vacation at another time this year				E						F						
	102	40	62	51	26	25	28	20	30	23	35	67	26	61	17	3
	10.2%	7.4%	14.0%	10.8%	10.7%	8.9%	7.4%	15.0%	14.3%	9.0%	7.3%	13.0%	18.9%	9.2%	14.6%	7.5%
I've already taken my annual vacation and won't travel this summer			A													
	80	41	39	29	24	23	26	15	6	31	50	30	9	55	8	2
	8.0%	7.5%	8.9%	6.2%	9.8%	8.4%	6.8%	11.5%	3.0%	12.1%	10.6%	5.8%	6.4%	8.4%	7.1%	6.3%
(DK/NS)										H						
	49	29	16	23	16	8	9	2	4	30	18	29	2	36	6	0
	4.9%	5.4%	3.5%	5.0%	6.5%	3.0%	2.4%	1.8%	1.7%	11.6%	3.9%	5.7%	1.7%	5.5%	5.4%	-
Summary										FGH						
Top2Box (Confident)	456	245	203	174	112	168	220	39	98	92	238	215	54	316	38	18
	45.6%	45.1%	46.0%	36.8%	46.1%	60.9%	57.0%	29.8%	47.1%	35.5%	50.2%	41.7%	39.7%	47.7%	33.4%	49.7%
Low4Box (Not Confident)				CD			GI									
	495	269	223	276	115	99	156	91	107	137	219	271	80	309	70	18
	49.5%	49.5%	50.5%	58.3%	47.4%	36.1%	40.6%	68.4%	51.2%	52.9%	46.0%	52.6%	58.6%	46.8%	61.3%	50.3%
				E	E			F		F						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

1. How confident are you that you will take a summer vacation this year? Would you say...

		Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
	Total	Past 3 months	4 months to 1 year ago	More than 1 year ago	Important	Not Important	More	Less	The same	Confident	Not Confident	Took/Will Take Vacation	Confident	Not confident	Already Vacationed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1000	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
Very confident	308	67	116	121	230	78	52	29	134	308	0	0	255	29	23
	30.8%	42.6%	46.0%	21.9%	40.2%	18.4%	40.8%	22.5%	50.7%	67.6%	-	-	49.8%	7.9%	23.8%
		C	C		E				G	JK			MN		M
Somewhat Confident	148	26	46	68	91	57	27	25	51	148	0	0	128	7	13
	14.8%	16.6%	18.1%	12.2%	15.9%	13.4%	21.6%	19.6%	19.1%	32.4%	-	-	25.1%	1.8%	13.4%
										JK			M		M
Not very confident	124	8	13	93	75	49	12	16	25	0	124	0	36	85	3
	12.4%	5.1%	5.2%	16.7%	13.0%	11.5%	9.5%	12.3%	9.5%	-	39.4%	-	7.0%	23.3%	3.1%
				AB							IK			LN	
Not at all confident	190	3	26	155	62	127	3	25	15	0	190	0	23	160	4
	19.0%	2.1%	10.4%	27.9%	10.8%	29.8%	2.4%	19.3%	5.7%	-	60.6%	-	4.5%	43.8%	3.9%
			A	AB		D		FH			IK			LN	
I won't take a summer vacation, but intend to take an annual vacation at another time this year	102	10	33	56	48	53	22	17	12	0	0	102	47	41	7
	10.2%	6.5%	13.0%	10.1%	8.4%	12.5%	17.5%	13.2%	4.4%	-	-	55.9%	9.2%	11.2%	7.6%
							H	H				IJ			
I've already taken my annual vacation and won't travel this summer	80	35	14	28	51	29	10	12	21	0	0	80	14	21	45
	8.0%	22.0%	5.7%	5.0%	8.9%	6.8%	7.5%	9.5%	7.9%	-	-	44.1%	2.7%	5.6%	46.8%
		BC										IJ			LM
(DK/NS)	49	8	4	35	16	32	1	5	7	0	0	0	8	23	1
	4.9%	5.0%	1.6%	6.2%	2.7%	7.4%	0.6%	3.7%	2.6%	-	-	-	1.7%	6.4%	1.4%
						D								L	
Summary															
Top2Box (Confident)	456	93	162	189	321	135	79	54	185	456	0	0	383	35	36
	45.6%	59.2%	64.2%	34.1%	56.1%	31.8%	62.5%	42.1%	69.8%	100.0%	-	-	74.9%	9.7%	37.2%
		C	C		E				G	JK			MN		M
Low4Box (Not Confident)	495	56	86	332	236	258	47	70	73	0	313	181	120	306	59
	49.5%	35.7%	34.2%	59.7%	41.2%	60.7%	37.0%	54.2%	27.6%	-	100.0%	100.0%	23.4%	83.9%	61.4%
				AB		D		H			I	I		LN	L

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H - I/J/K - L/M/N * small base

2. Do you typically take an annual summer vacation of some kind?

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$75K	\$75K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
Yes	471	241	230	146	183	138	51	152	200	104	88	167	112
	47.1%	49.5%	44.8%	47.8%	50.8%	42.1%	23.7%	44.6%	65.3%	56.0%	40.4%	45.2%	49.4%
								F	FG	J			
No	525	244	281	160	176	187	164	186	106	81	128	202	114
	52.5%	50.3%	54.7%	52.2%	48.9%	57.1%	76.3%	54.6%	34.6%	43.9%	58.7%	54.6%	50.3%
							GH	H					
(DK/NS)	4	1	3	0	1	2	0	3	0	0	2	1	1
	0.4%	0.2%	0.5%	-	0.4%	0.7%	-	0.7%	0.1%	0.1%	0.9%	0.2%	0.4%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

2. Do you typically take an annual summer vacation of some kind?

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
Yes	471	221	240	195	108	164	221	59	78	105	253	215	68	299	62	17
	47.1%	40.8%	54.5%	41.3%	44.4%	59.6%	57.5%	44.6%	37.4%	40.6%	53.1%	41.7%	49.7%	45.3%	54.2%	46.2%
No		A				CD		HI			K					
	525	319	199	276	134	110	163	73	129	152	221	299	67	360	53	19
	52.5%	58.9%	45.1%	58.4%	55.2%	39.9%	42.4%	55.4%	61.9%	58.8%	46.5%	58.0%	49.0%	54.5%	45.8%	53.1%
(DK/NS)		B		E	E				F	F		J				
	4	2	2	1	1	1	0	0	1	2	2	1	2	2	0	0
	0.4%	0.3%	0.5%	0.3%	0.4%	0.5%	0.1%	-	0.6%	0.6%	0.4%	0.2%	1.4%	0.3%	-	0.7%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

2. Do you typically take an annual summer vacation of some kind?

		Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
	Total	Past 3 months	4 months to 1 year ago	More than 1 year ago	Important	Not Important	More	Less	The same	Confident	Not Confident	Took/Will Take Vacation	Confident	Not confident	Already Vacationed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1000	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
Yes	471	105	190	167	382	87	97	96	213	297	82	81	329	81	50
	47.1%	66.7%	75.3%	30.1%	66.7%	20.6%	76.0%	74.4%	80.5%	65.2%	26.2%	44.8%	64.4%	22.2%	52.2%
		C	C		E					JK		J	M		M
No	525	50	62	387	189	335	30	32	51	157	230	99	180	282	46
	52.5%	31.9%	24.5%	69.7%	33.1%	78.9%	24.0%	24.8%	19.5%	34.4%	73.5%	54.7%	35.2%	77.5%	47.6%
				AB		D					IK	I		LN	
(DK/NS)	4	2	1	1	1	3	0	1	0	2	1	1	2	1	0
	0.4%	1.4%	0.2%	0.2%	0.2%	0.6%	-	0.8%	-	0.4%	0.3%	0.5%	0.4%	0.4%	0.2%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H - I/J/K - L/M/N * small base

3. [Projected 2015 Spend] How much do you anticipate spending on vacation this summer?

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$75K	\$75K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Very/ Somewhat confident to take a summer vacation this year	464	240	224	88	129	240	36	153	197	92	107	169	96
Weighted	456	238	219*	154*	178*	120	72**	139*	182	90*	110*	163*	93*
\$400 or less	84	38	47	57	8	19	40	27	14	9	33	26	17
	18.5%	15.8%	21.3%	36.9%	4.4%	16.1%	55.2%	19.1%	7.4%	10.0%	29.5%	15.7%	18.3%
\$401-\$800				DE		D		H		I			
	68	35	33	23	26	18	13	24	25	17	11	27	13
	14.9%	14.6%	15.2%	15.0%	14.8%	15.3%	18.7%	17.7%	13.9%	19.2%	10.2%	16.3%	13.9%
\$801-\$1200													
	92	53	39	28	43	21	12	34	27	19	26	33	14
	20.2%	22.2%	18.0%	18.3%	24.1%	17.5%	17.3%	24.4%	14.7%	21.2%	23.6%	20.4%	14.7%
\$1201-\$2000													
	64	36	28	11	33	20	0	22	30	12	8	27	17
	14.0%	14.9%	13.0%	7.3%	18.3%	16.7%	0.3%	16.0%	16.7%	13.4%	7.1%	16.7%	18.1%
More than \$2000													
	98	55	43	20	52	24	4	16	69	18	16	38	25
	21.5%	23.0%	19.8%	12.6%	29.0%	20.3%	5.8%	11.3%	38.1%	20.3%	14.9%	23.6%	26.5%
(DK/NS)					C				G				
	50	22	28	15	17	17	2	16	17	14	16	12	8
	11.0%	9.4%	12.6%	9.9%	9.3%	14.1%	2.5%	11.4%	9.1%	15.8%	14.7%	7.1%	8.5%
Summary													
Mean	1621.2	1716.9	1515.6	935.2	2091.4	1770.6	565.6	1285.2	2375.9	1611.3	1159.9	1609.2	2159
					C	C			G				
Standard Deviation	1765.5	1829.1	1691	1196.3	1863.1	1969.8	945.2	1379.3	2104.7	1444.6	1230.8	1657.1	2453.3
Standard Error	89.1	129	122	137.2	178.4	137.9	164.5	117.8	160.9	163.6	132.7	136.7	270.9
Median	1000	1000	1000	500	1500	1000	400	1000	2000	1000	1000	1000	1000

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base; ** very small base (under 30) ineligible for sig testing

3. [Projected 2015 Spend] How much do you anticipate spending on vacation this summer?

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Very/ Somewhat confident to take a summer vacation this year	464	200	254	82	144	235	203	44	47	158	271	187	38	350	42	13
Weighted	456	245*	203	174*	112*	168	220	39**	98**	92*	238	215*	54**	316	38**	18**
\$400 or less	84	52	32	53	15	16	17	6	44	16	23	61	15	59	8	0
	18.5%	21.4%	15.7%	30.3%	13.5%	9.8%	7.7%	14.3%	45.3%	17.3%	9.6%	28.4%	27.7%	18.7%	21.8%	-
\$401-\$800	68	37	31	24	27	18	33	7	16	12	36	32	4	44	10	7
	14.9%	15.0%	15.3%	13.5%	23.7%	10.6%	15.1%	18.4%	16.2%	12.7%	14.9%	15.0%	8.0%	14.1%	26.5%	41.2%
\$801-\$1200	92	54	38	48	18	27	61	12	7	13	45	47	16	64	5	2
	20.2%	22.1%	18.7%	27.4%	15.7%	16.0%	27.7%	29.7%	7.1%	13.7%	18.9%	21.9%	29.2%	20.2%	14.1%	10.9%
\$1201-\$2000	64	29	35	16	17	30	34	6	7	16	35	29	4	50	2	4
	14.0%	11.7%	17.4%	9.4%	15.4%	18.2%	15.5%	15.9%	7.2%	17.8%	14.6%	13.5%	7.4%	15.9%	5.5%	21.7%
More than \$2000	98	52	41	15	23	58	59	6	7	22	68	28	7	71	9	5
	21.5%	21.4%	20.0%	8.6%	21.0%	34.7%	27.1%	15.0%	7.4%	24.2%	28.5%	13.2%	12.7%	22.5%	22.2%	26.1%
(DK/NS)	50	20	26	19	12	18	15	3	16	13	32	17	8	28	4	0
	11.0%	8.3%	12.8%	10.7%	10.8%	10.8%	7.0%	6.6%	16.8%	14.2%	13.4%	8.0%	14.9%	8.7%	9.9%	-
Summary																
Mean	1621.2	1537.7	1711.9	985.9	1545.1	2344.9	1858.9	1446.7	790.1	1922.5	2010.3	1213.8	1247	1659.4	1383.4	2225.8
Standard Deviation	1765.5	1778.9	1753.2	1082.4	1587.1	2166.2	1741.7	1563.5	1358.7	2029.2	1978.6	1415.9	1559.3	1788.9	1594.3	2422.1
Standard Error	89.1	134.9	119.6	129.4	144.9	152.8	129.5	253.6	226.4	178	131.6	110.9	280.1	103.8	262.1	671.8
Median	1000	1000	1000	1000	1000	1500	1000	1000	400	1000	1050	1000	1000	1000	600	1000

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

3. [Projected 2015 Spend] How much do you anticipate spending on vacation this summer?

		Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
	Total	Past 3 months	4 months to 1 year ago	More than 1 year ago	Important	Not Important	More	Less	The same	Confident	Not Confident	Took/Will Take Vacation	Confident	Not confident	Already Vacationed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Very/ Somewhat confident to take a summer vacation this year	464	116	181	159	339	124	78	59	217	464	0	0	393	27	40
Weighted	456	93*	162*	189*	321	135*	79*	54**	185*	456	-**	-**	383	35**	36**
\$400 or less	84	8	27	45	42	42	16	9	19	84	0	0	58	18	9
	18.5%	8.6%	16.8%	23.9%	13.2%	31.0%	20.0%	16.9%	10.2%	18.5%	-	-	15.1%	49.8%	24.8%
				A		D									
\$401-\$800	68	10	19	32	49	19	5	10	26	68	0	0	61	5	2
	14.9%	10.7%	11.9%	17.0%	15.4%	13.8%	6.4%	18.2%	14.2%	14.9%	-	-	15.9%	13.0%	6.8%
\$801-\$1200	92	20	28	43	55	37	16	21	33	92	0	0	80	7	5
	20.2%	21.5%	17.2%	22.8%	17.2%	27.4%	20.8%	37.8%	18.0%	20.2%	-	-	20.8%	20.3%	14.1%
\$1201-\$2000	64	10	35	19	54	10	11	5	39	64	0	0	58	0	6
	14.0%	10.4%	21.7%	10.1%	16.8%	7.4%	13.3%	8.8%	21.2%	14.0%	-	-	15.1%	-	17.1%
More than \$2000	98	33	40	25	91	7	20	8	50	98	0	0	88	1	9
	21.5%	35.5%	24.5%	13.3%	28.4%	5.0%	25.3%	14.6%	26.9%	21.5%	-	-	22.9%	2.3%	25.4%
		C			E										
(DK/NS)	50	12	13	25	29	21	11	2	18	50	0	0	39	5	4
	11.0%	13.2%	7.9%	13.0%	9.0%	15.4%	14.1%	3.7%	9.5%	11.0%	-	-	10.1%	14.7%	11.8%
Summary															
Mean	1621.2	2361.8	1798.7	1177.2	1923.1	869.2	2118.9	1219.6	1854.2	1621.2	0	0	1702.8	371.2	1921.1
		C	C		E										
Standard Deviation	1765.5	2247.3	1669.1	1464.1	1909.9	1008.3	2506.1	1134.3	1615.3	1765.5	0	0	1748.7	597.2	2208.9
Standard Error	89.1	234.3	130.3	128.4	112	99.8	313.3	153	119.4	89.1	0	0	95	130.3	384.5
Median	1000	2000	1400	1000	1200	750	1000	1000	1500	1000	0	0	1000	0	1000

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H - I/J/K - L/M/N * small base; ** very small base (under 30) ineligible for sig testing

4. How much will you spend on a summer vacation this year compared with last year? Would you say...

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$75K	\$75K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	493	507	165	247	575	168	342	319	190	224	363	223
Weighted	1000	486	514	306*	360	327	215*	341	307	185*	219*	370	227*
More	127	61	66	58	36	33	8	45	65	21	18	47	41
	12.7%	12.5%	12.9%	18.9%	9.9%	10.0%	3.6%	13.1%	21.1%	11.3%	8.2%	12.7%	18.2%
				E				F	F				J
Less	129	78	51	26	60	41	21	36	40	31	26	47	24
	12.9%	16.1%	9.9%	8.5%	16.8%	12.5%	9.6%	10.7%	13.0%	16.9%	12.1%	12.8%	10.6%
The same	264	140	124	78	104	80	32	77	117	44	55	96	69
	26.4%	28.8%	24.2%	25.5%	29.0%	24.6%	14.8%	22.6%	38.2%	23.9%	25.2%	26.0%	30.4%
									FG				
I did not take a 2013 summer vacation	440	193	247	125	148	165	139	171	80	83	101	171	85
	44.0%	39.8%	48.1%	40.9%	41.1%	50.4%	64.9%	50.1%	26.2%	45.0%	46.1%	46.2%	37.7%
							GH	H					
(DK/NS)	39	14	26	19	11	8	15	12	5	5	18	9	7
	3.9%	2.8%	5.0%	6.3%	3.2%	2.5%	7.1%	3.6%	1.5%	2.7%	8.4%	2.4%	3.2%
							H			K			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

4. How much will you spend on a summer vacation this year compared with last year? Would you say...

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	466	510	241	330	420	351	110	110	403	526	458	95	744	93	31
Weighted	1000	542	441	473	243	275	385	132*	208*	259	476	515	136*	661	115*	36**
More	127	54	67	62	21	43	56	23	25	20	43	83	26	82	11	3
	12.7%	10.0%	15.1%	13.1%	8.4%	15.7%	14.6%	17.6%	12.1%	7.9%	9.0%	16.2%	19.2%	12.4%	10.0%	9.5%
Less	129	60	66	59	33	36	55	17	23	32	75	52	11	85	18	7
	12.9%	11.1%	14.9%	12.5%	13.5%	13.1%	14.3%	12.8%	11.0%	12.2%	15.7%	10.1%	7.9%	12.8%	15.6%	19.0%
The same	264	130	132	94	67	102	131	26	35	69	165	98	37	172	25	11
	26.4%	23.9%	30.0%	19.9%	27.6%	37.0%	34.0%	20.0%	16.9%	26.7%	34.7%	19.1%	27.0%	26.0%	21.6%	30.6%
I did not take a 2013 summer vacation	440	273	165	234	117	85	134	61	111	127	175	261	62	293	58	15
	44.0%	50.4%	37.3%	49.4%	48.1%	31.0%	34.7%	45.9%	53.5%	48.9%	36.8%	50.7%	45.3%	44.3%	50.0%	41.0%
(DK/NS)	39	25	12	24	6	9	9	5	14	11	18	20	1	30	3	0
	3.9%	4.6%	2.6%	5.1%	2.3%	3.3%	2.3%	3.7%	6.5%	4.3%	3.8%	3.9%	0.6%	4.5%	2.8%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

4. How much will you spend on a summer vacation this year compared with last year? Would you say...

		Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2015		
	Total	Past 3 months	4 months to 1 year ago	More than 1 year ago	Important	Not Important	More	Less	The same	Confident	Not Confident	Took/Will Take Vacation	Confident	Not confident	Already Vacationed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1000	182	277	516	543	450	110	130	302	464	283	193	501	368	105
Weighted	1000	157*	253	556	572	425	127*	129*	264	456	313	181*	512	364	96*
More	127	20	47	52	108	19	127	0	0	79	15	32	108	10	8
	12.7%	12.9%	18.7%	9.4%	18.9%	4.4%	100.0%	-	-	17.4%	4.8%	17.5%	21.0%	2.8%	8.4%
			C		E		GH			J		J	MN		
Less	129	22	52	55	80	49	0	129	0	54	41	29	60	48	17
	12.9%	14.1%	20.4%	10.0%	14.0%	11.5%	-	100.0%	-	11.9%	13.0%	16.1%	11.6%	13.1%	17.7%
			C					FH							
The same	264	75	106	79	200	64	0	0	264	185	40	32	188	39	35
	26.4%	47.6%	41.8%	14.2%	35.0%	15.0%	-	-	100.0%	40.5%	12.9%	17.9%	36.7%	10.6%	36.3%
		C	C		E				FG	JK			M		M
I did not take a 2013 summer vacation	440	34	45	341	169	269	0	0	0	125	206	85	153	242	36
	44.0%	21.7%	17.8%	61.3%	29.6%	63.2%	-	-	-	27.3%	65.8%	47.0%	29.9%	66.4%	37.4%
				AB		D					IK			LN	
(DK/NS)	39	6	3	29	14	25	0	0	0	13	11	3	3	26	0
	3.9%	3.6%	1.3%	5.1%	2.5%	5.9%	-	-	-	2.9%	3.5%	1.5%	0.6%	7.0%	0.2%
														L	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H - I/J/K - L/M/N * small base